

5/25/83
P. Morris
PC Mailbox
1983

1.0 Dear RCS professional:

What are you going to do about the personal computer?

INPUT has just published a report on Personal Computer Opportunities for Remote Computing Services Vendors that can help you answer that question. The study examines the personal computer challenge to RCS in detail, and then gives you the kind of nitty-gritty market analysis and no-nonsense strategic planning you need to meet it head on.

How ^{bit} a threat are personal computers to RCS vendors? How and to what extent can PCs be incorporated into new or existing RCS offerings?

INPUT invested \$120,000 and hundreds of hours of research time to find out. And in the course of our research, we discovered that although the personal computer is presenting the RCS industry with its most serious challenge ever, the challenge also presents RCS vendors with great opportunities for expanded service offerings and enhanced revenue performance.

In an interview program encompassing 50 major users and an exhaustive study of eight vendors of all types and sizes, INPUT's trained staff addressed themselves to the following questions:

- o What strategies should RCS vendors adopt to counter losses to personal computers?
- o What are the personal computer features hardware, software, and services most demanded by users?
- o What are the decisive factors in users' decisions to purchase personal computers as part of or as a replacement for RCS?
- o Which RCS applications are most vulnerable to personal computers?

- o What are the barriers to substituting personal computers for remote computing services?
- o What are the existing and planned products and services designed to combine personal computers and RCS?
- o What are the major problems encountered or anticipated by vendors in trying to develop PC-RCS offerings?

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INPUT's researchers then produced a 157-page report with 50 exhibits analyzing their findings in detail.

Among other conclusions, they discovered that the personal computer has already had a measurable impact on the RCS market.

- One hundred percent of the users interviewed said they had increased their PC use over last year, and 93 percent said they would double PC use next year!
- Of the RCS vendors interviewed, 48 percent have suffered declines in RCS sales, and 62 percent of these said the decline was due to personal computers.
- The personal computer component of RCS is expected to show an average annual growth rate of 89 percent between now and 1988, while the growth rate of the entire market is only 18 percent.

Having determined how the machines are affecting the RCS market, the report goes on to outline a systematic, four-step method of formulating an effective response to the particular strengths - and weaknesses - of the personal computer.

1. Know the enemy. Why do users like PCs? Can you devise RCS offerings that can compete? What are the chinks in the PC armour?
2. Know thyself. How can you best assess and use the inherent strengths of RCS?
3. Know the alternatives. INPUT takes a close look at the various computing alternatives from the user's standpoint, seeing what features are most valued in the marketplace. → to determine
4. Be aggressive. The swift incorporation of PCs into RCS offerings gives the best promise of blunting the personal computer challenge.

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INPUT understands that you don't need theory. You need concrete suggestions on how to react to the incursions of these machines.

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INPUT's large-scale research effort pinpoints the questions you and other RCS professionals need to have answered if you are to guide your companies through the transitions ahead:

- o What are the total revenue gains and losses in the RCS market due to the personal computer?
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- o What are the opinions of major RCS users on the best ways to combine PCs with RCS offerings?
- o How are other vendors planning to use their manpower to respond to the inroads of PCs?

And more, including ~~updates on~~ hardware and software developments in mainframe interfacing, developments in PC networking, and new strides in software transparency.

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But the report doesn't stop there. It distills from hundreds of pages of user interviews an incisive analysis of how users compare RCS to PCs. The study investigates a wide range of hardware and software features including processing power, response time consistency, communications/networking, applications flexibility, documentation quality, variety available and presents its findings in an easy-to-read table.

The table compares the superiority of RCS to PCs today with projections of their relative positions two years hence, and again five years in the future, for each characteristic. The table outlines in no uncertain terms where RCS's strengths and weaknesses are, and gives you vital clues about how to shape your future direction.

In the final chapter of the report, INPUT's experts make some recommendations about the components of an effective market strategy, including market segment selection, product definition, use of customer support, role of distribution channels, sales promotion strategy, the importance of PC research, how to target PC-RCS opportunities, and more.

Personal Computer Opportunities for Remote Computing Services Vendors is the only report available that can give you this kind of comprehensive and up-to-date analysis of the problems posed by personal computers and ways to solve them using your particular strengths.

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To duplicate this research, you would have to put together a team of experienced market analysts, give them time to survey the ins and outs of this complex topic, and spend at least \$120,000.

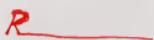
TO P. 4

But if you buy INPUT's report, you buy our years of experience in tracking the fastest moving market in the world, you buy a large-scale research effort that involved trained professionals for months . . . and you pay only \$2,000.

1.0 

Won't you please take a few moments to put your company in position to take advantage of the personal computer invasion? You need send no money now. Just fill out the enclosed order card and mail it in today. We'll be happy to bill you for the report later.

Sincerely,

Peter A. Cunningham
President

the following:—
1. The *Principles of the Constitution of the United States*, by J. C. Niles, 1833, 12mo, pp. 120, \$1.00.

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Yes! I want to get the jump on the personal computer with INPUT's new report on Personal Computer Opportunities for Remote Computing Services Vendors. I understand that I need send no money now, and that you will bill my company for the purchase price when you receive my order.

Please send me _____ copies of the report at \$2,000 each, for a total of \$ _____.

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 My check is enclosed.

If you are enclosing payment, please make your check out to INPUT, 1943 Landings Drive, Mountain View, CA 94043, (415) 960-3990.

mail list

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Company AM General

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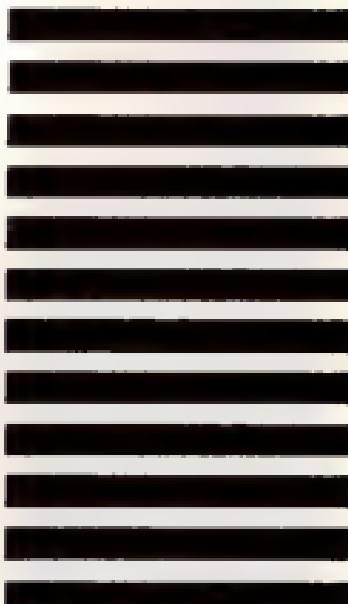
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Sincerely,

Peter A. Cunningham
President



INPUT/Output Costs

Printing	\$1,526.15
Typeset	640.00
Design	320.00
Pasteup	288.00
Postage	2,683.23
Envelopes	510.00
Reply cards	<u>152.50</u>
TOTAL	\$6,119.88

ADAPSO Cost

Printing	\$2,479.32
Design & pasteup	400.00
Illustration	600.00
Typeset	350.00
Color separation	276.90
Envelopes	555.00
Reply cards	170.40
Postage	2,220.00 (will be less)
Mail house	<u>1,215.65</u> (will be less)
TOTAL	\$8,267.27

MPC3 Cost

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Printing	\$ 570.00
Envelopes	299.00
Reply cards	111.83
Postage	1,380.00 (will be less)
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9/14/83

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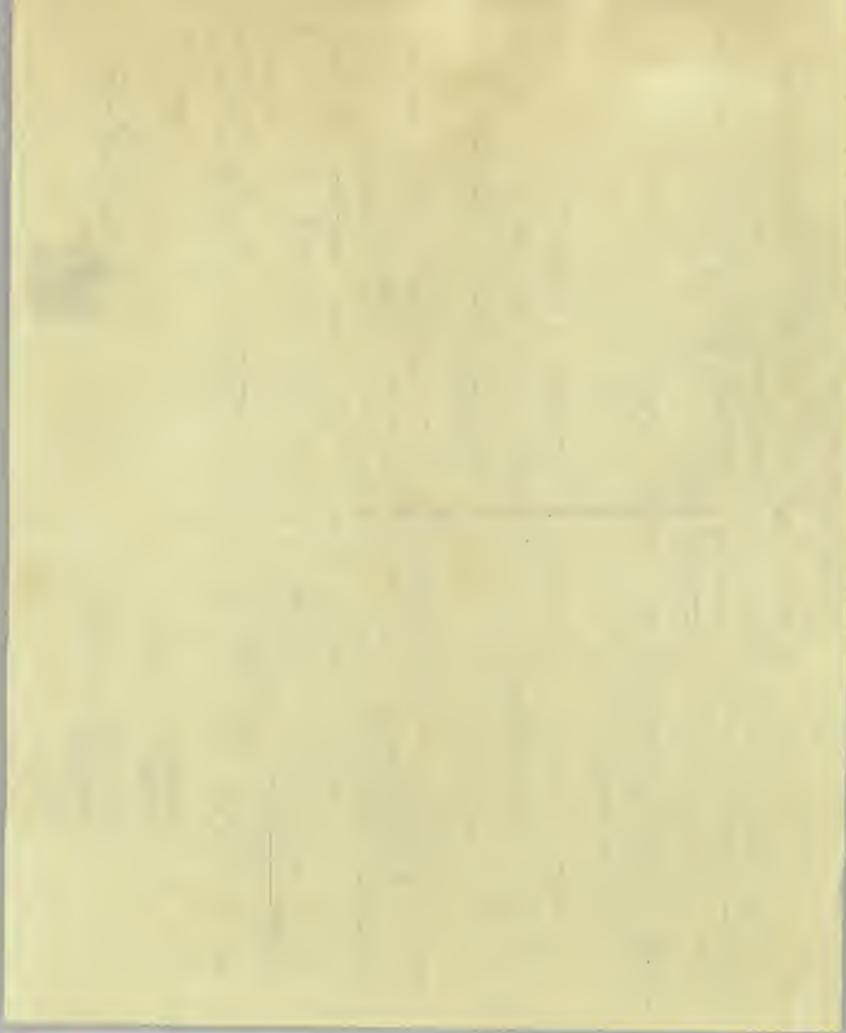
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